

2003 ENERGY STAR® Awards



Application Part II: Award Eligibility, Descriptions and Criteria

ENERGY STAR National Product Promotion Award

Eligibility: Retailers, manufacturers, utilities and other regional energy efficiency program sponsors who participated in a nationally coordinated ENERGY STAR product promotion:

- *Change a Light, Change the World*, the national lighting promotion to encourage every US household to make their next light an ENERGY STAR
- *Coolchange*, the national cooling promotion encouraging consumers to evaluate their home cooling systems and take cost effective steps to improve efficiency, including replacing old HVAC systems, rooms AC, ceiling fans or dehumidifiers.
- *Holiday Consumer Electronics*, the national promotion encouraging consumers to give the gift of a cleaner environment during the holiday season.

Note: Retailers, manufacturers and/or regional energy efficiency program sponsors who team up on a promotion are encouraged to apply as a group.

Description: This award recognizes the best promotional campaign(s). The goals for the promotion included:

- Educate consumers about the benefits of energy-efficient products, including environmental benefits
- Increase awareness of the ENERGY STAR label
- Increase prominence of the ENERGY STAR label on packaging

Criteria: Partners were invited to use the nationally coordinated promotions to meet their promotional and sales goals for ENERGY STAR qualified products. The requirements of the promotions were to use messaging and a “look and feel” consistent with the promotion (potentially through graphics and templates provided by EPA) during the time period of the promotion to most effectively reach consumers and impact their preferences. The promotions were national in scope to enhance leveraging opportunities but consisted largely of collections of regional activities. Award applications for regional promotions that contributed to the national effort are encouraged.

Candidates must include the following in their submissions:

- Brief description of your promotion and tactics (e.g., advertising, event, direct mail, sales promotion) and medium (e.g., TV, radio, publication, in-store)
- Demonstration of relevant call to action in advertisements, fulfillment materials, POP etc.
- Description of how key messages were delivered
- Intended audience for the campaign (e.g., demographics, internal, external, international, or domestic)
- Dates of campaign and locations where implemented
- Impressions (e.g., circulation, hits, reach, and frequency) of the promotional activity by medium (e.g., print ads, brochures, Web, etc.) and in total
- One or more examples of educational/promotional materials

- Brief description of the results of your efforts (e.g., increase in sales of ENERGY STAR products)
- Brief description of any partnering or cooperative aspects of your promotion

Your narrative description should be no more than **five pages**, but may be accompanied by samples of your promotion, advertisements, or other activities associated with one (or more) of the nationally coordinated product promotions in 2002.